

C.R. - Step $\frac{P}{\bar{P}} \frac{1}{1-x}$

51850 4025

Sales	Retail	1221	1222	1223	1224	1225	1226	1227	1228	1229	1240	1244
		1221	1222	1223	1224	1225	1226	1227	1228	1229	1240	1244
		1221	1222	1223	1224	1225	1226	1227	1228	1229	1240	1244
		1221	1222	1223	1224	1225	1226	1227	1228	1229	1240	1244
		1221	1222	1223	1224	1225	1226	1227	1228	1229	1240	1244

RJREYNOLDS BOSTON REG ID:508-435-8591
TO: BOSTON R.O.U. BUFFALO R.O.U.
FOR: NEW YORK METRO R.O.U.
DISSEMINATION TO ALL SALES/RETAIL REPRESENTATIVES
CC: DIVISION MANAGERS; RETAIL MANAGERS

OCT 20 '95 15:26 No.005 P.01
DATE: 10/20/95

CR- STOP &
SHOP

CHAIN PROMOTIONAL INFORMATION

CHAIN NAME: STOP & SHOP SUPERMARKETS CID #: 0533 00 00

PROMOTION TYPE: BASE WINSTON & SELECT \$2.50 BUYDOWN SUPPLIER: FRANKLIN WHSLRS

DESCRIPTION: REDUCE PRICE OF WINSTON /SELECT AS FOLLOWS:

WINSTON (ALL STYLES) \$2.50 PER CARTON/.25¢ PER PACK

WINSTON SELECT (ALL STYLES) \$2.50 PER CARTON / .25¢ PER PACK

BRANDS: WINSTON & WINSTON SELECT -- ALL STYLES

AUTHORIZED LOCATIONS: ALL STORES

TIMING: EFFECTIVE 11/5/95 THROUGH 12/16/95

DISPLAY METHOD: CARTON FIXTURE AND ECD

ACTION REQUIRED: PLEASE CONTACT STORES AS CLOSE TO THE 11/5/95 IMPLEMENTATION DATE AS POSSIBLE TO ENSURE PRICE COMMUNICATION ON BOTH CARTON FIXTURE AND THE ECD CLEARLY INFORMS CONSUMER OF DISCOUNTED RATES ON THESE BRAND FAMILIES.

-- WINSTON SHOULD BE FEATURED IN THE RJR EXCLUSIVE ECD UNIT.

COMMENTS: STOP & SHOP WILL BE UTILIZING CO-MARKETING FUNDS TO REDUCE THE PRICE OF THESE BRANDS.

-- PLEASE FIND ATTACHED A COPY OF THE MEMO WHICH HAS BEEN PROVIDED TO ALL STOP & SHOP LOCATIONS.

AUTHORIZED BY: JACK MAHON, BUYER R.J.R. REP: M. A. BELNIAK

DIVISION: BOSTON CHAIN 1140
PHONE: 508 435 8813
FAX: 508 435 8691

51850
4026